

## Meeting of Full Council

Monday 14<sup>th</sup> January 2019

### Agenda Item No. 13.0

#### TO CONSIDER PROVIDING SUPPORT TO THE 'UCKFIELD CARD'

##### 1.0 The initiative

- 1.1 On 28<sup>th</sup> November 2018, the Town Clerk met with representatives from the Uckfield Chamber of Commerce and the company, Town City Cards Ltd.
- 1.2 These cards encourage people to 'Buy Local.' There are several different variants in the area, including a 1066 card which incorporates Hastings and the wider area (Battle, Bexhill etc), and an Eastbourne Card and a Hailsham Card. There are already over 400 businesses listed across East Sussex but fewer in the middle to north of the Wealden District. The card originated in Hastings and has really taken off in that area.
- 1.3 An 'Uckfield' Card is already in existence but as yet has not been promoted that widely. The proposal is to change the artwork to incorporate a local design or key features from the local area and to re-launch the 'Uckfield Card.'



- 1.4 Businesses can sign up to the scheme, and once registered will be promoted to Town City Card members via a website and app profile. The 'Town Card' campaign is further supported by print, email and social media advertising. Local businesses determine their own offer and terms and conditions, and once registered will have a window sticker to display at the front of their premises to highlight to visitors that they are part of the scheme. The offer is applied at the point of purchase – the customer has to present their card to receive the discount or offer valid within that business. For example, a restaurant may be able to offer a free drink with food, a shop may look to provide a percentage discount on a range of products, a local business may look to provide a discount off certain services.
- 1.5 The businesses currently registered in East Sussex can be viewed at <https://www.towncitycards.com/> (scroll down the website to see the discount list).

Businesses currently registered in the Uckfield area include:

- Barracloughs Opticians;
- Chrissy's Books
- Korido Mobile Phone Shop;
- J B Butchers;
- Rose & Olive;

- Amira's Kitchen;
- Beach Carpet Cleaning;
- Powerdean Carpet Cleaning;
- SJE Marketing;
- The Posh Plumbers.

There are also a couple of businesses in the Heathfield area which are registered.

1.6 The company, Town City Cards Ltd are currently liaising with businesses in the Uckfield area, to see if they wish to join. They have also been invited to see if they wish to present and have a table at the next two Chamber of Commerce meetings (January and March 2019) to promote the initiative.

1.7 There are advertising opportunities at reduced rates for businesses once they are registered with the scheme. They also have pull up banners and promotional materials which can be placed at events, to increase public interest and participation in the scheme.

## **2.0 Sales of the card**

2.1 Uckfield cards are sold to the public for £9.99 and last for 12-18 months. They have to be activated after purchase. The cards can be purchased from the website, from participating businesses or key venues in the town. So for example, the Civic Centre being a key location within the town, could potentially purchase a supply of cards to sell to the public. The wholesale price is £4.00 per card. The minimum order is 10 cards.

2.2 Sometimes community group, voluntary organisations or parent/teacher associations have also used these cards as a means of fundraising. They collect orders and payments from the public and then buy cards at the wholesale rate from Town City Cards. Any profit incurred from the sale of these cards, they can keep.

## **3.0 Proposal**

3.1 It has been suggested that a minimum of 30 Uckfield businesses (eating out, shopping and trade) should be listed before the new Uckfield Card is printed. It would be good to aim for a re-launch date of April 2019. As we would be starting a few months into the year, the card would have an expiry date of 31<sup>st</sup> December 2020.

3.2 The Town Council is being asked to support the initiative and endorse the card to the business community, schools and general public to encourage participation and encourage people to shop local. There is also the opportunity for the Town Council and Uckfield Chamber of Commerce to purchase a number of cards at the wholesale rate, for sale to Chamber members and the public.

## **4.0 Recommendation**

4.1 Members are asked to review the above report, and consider whether they wish to take any action to support the initiative, going forward.

**Contact Officer:** Holly Goring